

"Talk of the Town"

The Newsletter of the Belle Fourche
Chamber of Commerce

JANUARY 2008 ISSUE 90

The Work Continues in 2008

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UP COMING EVENTS:

JAN. 8, 3:30 KIDDY PATCH
PRESCHOOL RIBBON CUT-
TING

JAN. 12 PENGUIN AWARE-
NESS DAY

JAN 16 -18 TOURISM CON-
FERENCE, PIERRE, SD

JAN. 21 MARTIN LUTHER
KING DAY, CHAMBER AND
CITY OFFICE CLOSED

It began by constructing a monument to proudly designate Belle Fourche as the Geographic "Center of the Nation". It has quickly evolved into the "Center of the Nation" Monument Park, a gathering place for residents and tourists alike to enjoy. With your support, through the purchase of bricks and pavers, the park will have a beautifully landscaped brick courtyard, picnic tables, benches, an avenue of state flags, educational signage and more. Brick purchase forms can be found at the Belle Fourche Chamber of Commerce, First Western Bank, Pioneer Bank, Wells Fargo, Simply Service FCU, Northern Hills FCU, Belle Fourche City Hall or online at www.bellefourche.org.

Your brick purchase and other donations to the park project are tax deductible. Please make all checks to **BHCAF-Center of the Nation Monument Fund**.

For more information on this project and how you can help, call 605-892-2676, or send an email to chamber@bellefourche.org

We now have **THREE** brick sizes for you to choose from...

INDIVIDUAL-4 X 8 Brick (\$45)

FAMILY- 8" x 8" Paver (\$150)

LOGO- 12" x 12" Paver with Engraved LOGO (\$350) Price includes LOGO and 2 lines of text





Twenty minutes now will save you hours later.

The Belle Fourche Chamber of Commerce has made event sponsorship fast, easy and affordable through our A la Carte Sponsorship Program. Make your sponsorship decisions all at one time to be sure you are included in the sponsorships that best suit your businesses marketing plan.

Why Choose Sponsorships in Advance?

- The pressure of making a "snap-decision" is eliminated. A chance to read about each sponsorship opportunity allows a business to choose those that best suit the businesses' marketing goals. Once you have determined your sponsorships, any additional calls to your business are virtually eliminated.
- Rest easy knowing you have budgeted ahead for your tax-deductible Chamber sponsorships.
- Easy payment plans are available which can include your annual Chamber membership investment.
- A missed sponsorship opportunity is never a concern.

As a Bonus

If you pay your sponsorship in full before February 15th, you **receive 5% of your total investment**. When your level of sponsorship is between \$200 and \$2360 your business is rewarded with additional marketing benefits such as free newsletter inserts, ads in the Chamber newsletter, additional exposure of your business on the website, a special certificate, verbal recognition at Annual Chamber Banquet, and more...

Remember

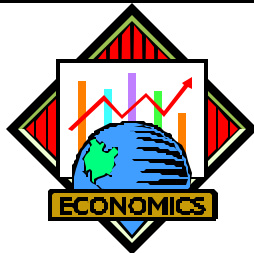
Choosing sponsorships early eliminates solicitation calls and allows for an affordable monthly payment plan to be created for your business.

If you have any questions or would like an A la Carte Sponsorship Packet, please give the Chamber a call at 892-2676 or drop us an email at events@bellefourche.org

"When you invest in the Chamber you invest in your Community!"

Belle Fourche Economic Indicators (2007)

Building Permits	November 2006	November 2007	2006 Totals	2007 YTD
New Housing Units	2	2	35	25
Permit Fees	\$3,789.00	\$2,065.50	\$60,258.90	\$35,748.40
# Permits Issued	15	20	227	219
Commercial-New	\$30,000.00	\$0.00	\$2,343,557.00	\$596,700.00
Commercial Additions	\$0.00	\$0.00	\$1,526,312.82	\$933,133.37
Construction Values	\$622,855.00	\$389,820.96	\$10,522,097.66	\$6,154,477.86



Sales Taxes Report

Total Sales Tax for 2005	\$1,611,049.92
Total Sales Tax for 2006	\$1,791,211.64
YTD Sales Tax for 2007	\$1,856,235.47



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Kathy Doornink
 Broker Associate
 645-9051



Marty Leibel
 Broker Associate
 210-2440



Debra Stewart
 Broker Associate
 645-9684

Happy New Year!



Here's The Deal...

Teresa Schanzenbach, Executive Director

2008 Chamber Budget Approved

The Chamber Board of Directors met for their final meeting of the year with the main discussion being the 2008 budget and plan of work. Each fall the Chamber goes through a process of zero-based budgeting. A zero based budget simply means that every dollar received by the Chamber is designated before we ever get the money, and all the designated money equals the net income; thus totaling the leftover amount to be zero. After much discussion, I am happy to say the 2008 budget has been given the Chamber board's

"stamp of approval."

So where do we get our money to do the budget? The Chamber relies essentially on two major income sources. The dues we receive from our members and the money we receive from the City. The money we receive from the City is carefully allocated to be used only on the expenses associated with marketing the overall community of Belle Fourche. We do our best to not put one sector of business or group above another when choosing our marketing strategies and advertising purchases. The Chamber purchases advertising to market Belle Fourche, however businesses still need to do their own advertising to get the consumers/tourists into their place of business.

When calculating the budget, the Chamber also takes into account the cost of living/doing business increases we will incur. We cut budget line items where ever we can but sometimes that is not enough and the board has to make the decision to raise membership investments. That is what happened at the December meeting. Here is the history of membership investments since I came on board in November of 1999. In December of 1999, the Chamber board decided to "decrease" dues, something that is rarely done. They went from \$200 down to \$180 a year. A few years later the dues went back up to \$200 and have remained at this rate without an increase for 5 years. How were we able to do that? We were able to offset our increased expenses by recruiting more members, running events more effectively and by asking the City to maintain or increase our yearly marketing allocation of which they have been very supportive.

According to the SD Department of Labor website, since 2001 the cost of living increase in South Dakota has been 15.7%. This year's increase in Chamber dues is equivalent to an increase of 12.5%. Yes, that means we are still a bit behind on where we need to be with investments, but with careful budgeting and money management we are confident we can provide a quality marketing program and plan of work for our members. The increase means that in 2008 there will be a \$25 increase for in-town memberships and a \$5 increase for out-of-town and individual members.

2008 Plan of Work

As I stated earlier, the budget is based on the Chamber's plan of work. The plan of work includes the events and marketing strategies the Chamber is undertaking for the year. Most of the events will remain the same for 2008 with the exception of holiday promotions. The board has decided to streamline the holiday promotions to include only the Parade of Lights, community chili feed and holiday lighting contest. Businesses will be given an opportunity to sponsor these events and be recognized through advertising. Cooperative advertising campaigns will not take place during the 2008 holiday season. Throughout the year more emphasis will be placed on the "Center of the Nation" marketing and completion of the bike path and park area north of the Chamber. Cooperative marketing strategies however are underway with the Tri-State Museum to enhance each other's marketing budget/plan. In the next few months look for a new "skin" on the I-90 billboard. We are also looking at lighting, something that has been needed but not affordable.

Finally, we recently joined the American Bus Association. I will be traveling to Virginia Beach the first week of February to meet with bus companies and tour operators to extol the benefits of visiting Belle Fourche and get on their tour itineraries. With a much larger and prominent "Center of the Nation" monument near the Tri-State Museum and Johnny Spaulding Cabin, we feel we are now able to offer a one-of-a-kind experience. I will also be promoting rodeo, paleontology, ranch experiences, western history and the like. As a first-timer to this convention I am sure to come away with a great deal of new ideas and resources. Belle Fourche will not see a huge impact from this conference in the first year as it takes time to nurture new relationships. I will however be assertive and determined to get the word out about Belle Fourche. If you have some activity ideas for bus tours, please give me a call at 892-2676.

Tourism Conference Registration Still Open

The 2008 Governor's Conference on Tourism will be held January 16-17 in Pierre. The conference will begin with four issue forums designed to address the needs and latest topics of today's South Dakota visitor industry. These expert-led sessions include:

Do Reservations Have Roads: Clearing up the misconceptions about travel and tourism on the reservations

Wednesday, January 16, 2008, 9-10:00 a.m.

This session will provide participants a better understanding of how to answer common questions from visitors who are traveling on tribal lands for the first time.

Sturgis Rally Numbers: Where Do They Come From?

Wednesday, January 16, 2008, 9-10:00 a.m.

This session will provide participants a better understanding of South Dakota's largest event and how its numbers are collected and reported.

Marketing Best Practices

Wednesday, January 16, 2008, 10-11:00 a.m.

This session will provide participants from the South Dakota visitor industry an opportunity to share their marketing and advertising success stories from the past year.

Protect Your Business: Answers to Your Tourism Liability Questions

Wednesday, January 16, 2008, 10-11:00 a.m.

This session will explore the liability issues with an experienced legal expert. Bed and breakfasts, innkeepers, small business owners and rural tourism entrepreneurs will gain important knowledge to help them succeed in an increasingly litigious business environment.

The theme of the tourism conference is *Destination 2010: Driving Forward*.

"The industry has made great progress since 2003, and now the opportunities that lie before us will only push us closer to our 2010 goals," said Richard Benda, secretary, South Dakota Department of Tourism and State Development. "The annual Tourism Conference allows the industry to come together to share successes, challenges and new ideas."

During the Awards Night Gala on January 17, Governor Rounds will unveil the 2007 visitor spending figures in addition to the tourism industry's highest awards.

- The Ben Black Elk award recognizes an individual or group whose passion and enthusiasm have greatly influenced South Dakota's visitor industry.
- The A.H. Pankow award recognizes a member of the media whose coverage and promotion of the state's visitor industry is unparalleled.
- The George S. Mickelson Great Service Award honors a business or organization dedicated to excellence in customer service.

The visitor industry has been working since 2003 toward a 2010 goal of doubling visitor spending in South Dakota.

"Across the state, we've heard from our industry partners that numbers are up," said Billie Jo Waara, director, South Dakota Office of Tourism. "We're very encouraged as we hear this information, and are anticipating another year of progress toward our 2010 goal."

Registration is still open for the conference. For more information, updates or to register online for the tourism conference, visit www.SDVisit.com. Credit card payments are accepted.

The 2008 Governor's Conference on Tourism is a key component of Goal 1 of the 2010 initiative to double visitor spending in South Dakota. The Office of Tourism serves under the direction of Richard Benda, Secretary of the Department of Tourism and State Development.

Renewals

Ace Motel

Sturdevants/Pronto Auto Parts

Hills Property Management

Spearfish Canyon Lodge

Pony Express-O

Cenex

Spearfish Eye Care Center, Kathy Haivala

Jim Barron- Investment Centers of America

Don't forget to check out our website, www.bellefourche.org for up-to-date information, our newest members, and to see what is happening in Belle Fourche! Got an event coming up? Don't assume we know about it. Give us a call so we can place it on the web site event calendar for all to see.

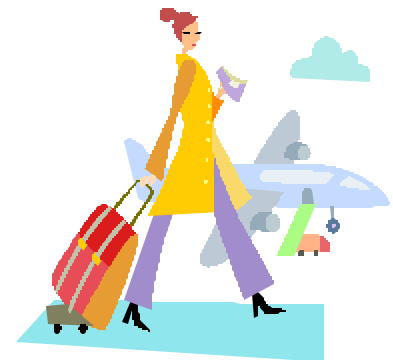
2008 Travel Forecast: Modest Growth Expected

The U.S. travel industry is expected to post moderate gains in nearly all sectors in 2008, according to the annual forecast by Travel Industry of America. Travel spending by domestic and international visitors in 2008 is forecast to increase 5.2%, to \$778.2 billion. Domestic leisure trips are expected to continue an upward trend of modest growth in 2008, climbing 2% to 1.6 billion trips.

Travel for business in 2008 is expected to remain stable, increasing by 0.4%, registering nearly 502 million trips. International travel (including Canada and Mexico) to the United States is expected to rise 3.7% in 2008 to 55.6 million visitors.

Here are some other 2008 forecasts:

• Total domestic person-trips in 2008	+1.6%
• Leisure person-trips in 2008	+0.4%
• Business person-trips in 2008	+2.0%
• Spending by U.S. and international visitors	+5.2%
• Demand for hotel guest rooms 2008	+2.0%
• Supply of hotel guest rooms 2008	+2.0%
• Occupancy change in 2008	0.0%
• Theme park attendance in 2008	+2.3%
• RV purchases in 2008	+3.5%
• International visitors in 2008	+3.7%
• Canadian visitors in 2008	+5.0%
• Commercial airline fares in 2008	+8.0%
• Car rental rates in 2008	+6.0%
• Restaurant prices in 2008	+8.0%





A **BIG** thank you from the Staff at the Chamber for all the Businesses that dropped off holiday cheer last year!

The Belle Fourche Post & Bee

The Real Estate Center of Belle Fourche

KOTA TV

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TDG Communications

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Thank You and have a **GREAT 2008!!!!**



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The Small Business Development Center (SBDC) helps new entrepreneurs realize their dream of business ownership and assists existing businesses in their efforts to remain competitive."

The Small Business Development Center Representative, Eric Christianson, will be at the Chamber on **January 15** to provide business consulting for new or existing businesses. If you need help with a current or expanding business idea, call the Chamber at 892-2676 for an appointment .

New Year's Revolution

by C. J. Hayden



No, that's not a typo in the title. Resolutions are easy; most of us make them at least once a year. A revolution, on the other hand, is something you may not have made since you started your business. Starting a business is actually quite revolutionary. When you began yours, there were probably many details of your life that changed. Some of those changes were intentional, others accidental; some you liked, some you didn't. Other changes you always meant to make

just never happened.

Is your business everything you meant it to be? Is it giving you all that you wanted? Are you satisfied, even delighted with the way your life as a business owner is turning out? If not, perhaps it's time to make a revolution. Here are some revolutionary ideas you might consider:

1. **Serve only those clients you care about and enjoy being with.** When you work with people you don't enjoy, everything becomes a struggle. Your clients are a key part of your business. You wouldn't hire someone you didn't enjoy working with, so why let them hire you? Begin today to let go of clients you find difficult to work with, and start seeking out those you really had in mind when you started this business. Have the courage to refuse new clients that don't fit your picture of who you most want your business to serve.
2. **Make a plan to reach your income goals.** Unless you are independently wealthy, your business not only needs to support you, it needs to provide for your future. Setting goals for your desired income level is a good first step, but to reach those goals, you need a plan. Create a financial model for your business. How many clients, appointments, billable hours, or contracts will it take to generate the income you want? How much of your time will be required to do that amount of work and do the marketing required to get it? How much money will it cost you in overhead, marketing costs, and admin help? Does the model work?
3. **Take enough time for yourself and those you love.** The number one reason entrepreneurs name for going into business is time -- more to spend with their families, more flexibility in work hours, or simply more control over how their time is spent. But how many of us actually get this? Most entrepreneurs spend either too much time struggling to get clients and earning too little money, or become victims of their own success, working too many hours to fulfill clients' demands. You can overcome these problems by combining the financial modeling described above with the approach to marketing outlined below. And don't forget, if you earn enough, you can hire all the help you need.
4. **Do more of the work you like doing and less of what you don't.** If you're not enjoying the work you do, there's no one to blame but yourself. After all, you're the OWNER of this enterprise. If you can do different work in the same business, start now to make the shift. Loyal customers will follow you if you're still offering services they need. If more rewarding work would require a new business, join the ranks of the serial entrepreneurs. You started and ran one business, why not another? Life is much too short to do work you don't enjoy, and it doesn't make much sense if you're working for yourself!
5. **Build a marketing system that really works.** The definition of a system is a selection of related components arranged in a specific order to achieve a common end. Does this describe your marketing? Or is it more like a hodgepodge of random elements jumbled together without a clear goal?

If you want better clients, more money, more time for yourself, and more enjoyable work, an effective marketing system may be the universal solution. Don't know how to build one? Make this the year you learn. Already know how but haven't built it? Get support from a colleague, mentor, coach, or group to make it happen. Have a system but aren't using it? Pull your plan out of the drawer and re-commit to doing what it takes to have the business you always dreamed of.

C.J. Hayden is the author of Get Clients NOW! She is a Master Certified Coach and leads workshops internationally. She can be reached at info@getclientsnow.com or visit the web site at www.getclientsnow.com

"Center of the Nation" Wine

A bottle of **American Merlot** is the perfect gift! It also makes a great collectors' item as only 1000 bottles bearing the compass rose label will be made available for purchase. Each bottle is numbered and is a SD Made product from Valiant Vineyard in Vermillion, SD. The wine can be purchased at the Belle Fourche Package Liquor Store located at 1845 Fifth Avenue. For each bottle sold, a \$5.00 donation is given back to the Center of the Nation Monument fund.



Gift Ideas!



Limited Edition Center
of the Nation Geocache
Coins

\$10.00

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The logo for Tri-State Expo features the text "Tri-State Expo" in a bold, italicized serif font, enclosed within a white oval. This oval is set against a black background that has a stylized, angular shape behind it.

Tri-State Expo

Mark Your Calendars!! 7th Annual Tri State EXPO

February 23-24, 2008

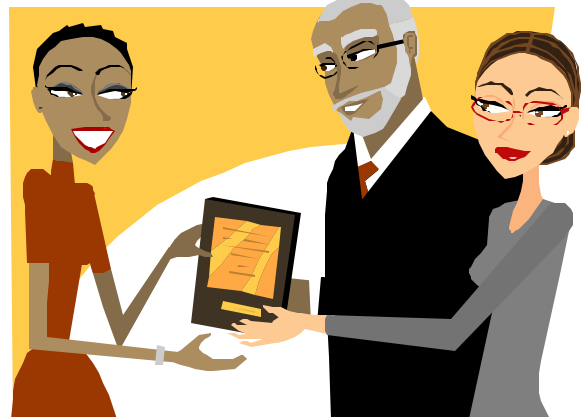
The Belle Fourche Chamber of Commerce and the Chamber Tri-State Expo Committee would like to invite you to participate or come and enjoy the 7th Annual Tri State Expo. The event is scheduled for February 23rd & 24th, 2008 at the Belle Fourche Area Community Center. The Expo will include informational displays, entertainment, and educational and fun activities for the entire family. If you would like more information about the Tri-State Expo please call Tracy at the Chamber, 605-892-2676 or email events@bellefourche.org. We look forward to a very fun and successful ***Expo!***

Advance Registration Deadline is January 24!!

Help Us Salute Outstanding Belle Fourche Chamber Businesses & Members

Nominate Deserving Chamber Businesses for:

- Retail Business of the Year
- Service Business of the Year
- Employer of the Year
- Community Pride Award
- Chamber Volunteer of the Year

A starburst graphic with a jagged, black outline. Inside the starburst, the words "Save the Date!" are written in a bold, italicized, sans-serif font.

**Save the
Date!**

Recipients will be honored at the Belle Fourche Chamber Banquet
Saturday, February 16th.

A nomination form has been included in this months newsletter and is due in the office by February 6th.



January 2008

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
		1 Chamber Closed 	2	3	4	5
6	7  City Council	8  Chamber Board Meeting 7am Kiddy Patch Pre-School Ribbon Cutting 3:30	9	10	11	12
13	14	15  EDC Meeting	16 Tourism Conference Pierre, SD	17 Tourism Conference Pierre, SD	18 Tourism Conference Pierre, SD	19
20	21 Martin Luther King Day Chamber Closed	22  City Council	23	24 Expo Preregistration Deadline	25	26
27	28	29	30	31		



The Newsletter of the Belle Fourche
Chamber of Commerce

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2007 Chamber Board of Directors

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President	Jeff Otterman	(08)
Vice President	Mark Leverington	(09)
Past President	Todd Watson	(07)

Directors

Jenny Scholl	(07)	Wade Pehl	(08)
Scott Geis	(09)	Mary Riley	(07)
Trygve Nelson	(08)	Ashley Pearson	(09)
Frances Hays - City Council Representative			

Staff

Teresa Schanzenbach	Executive Director
Tracy Shellhammer	Marketing/Events
Gregg Galea	Office Representative

www.bellefourche.org

www.bellefourchechamber.com

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The house that is in this photo
has 4 bedrooms and 2 baths.
Basement.

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garage. 4 bedroom, 3 bath
Nice fenced in backyard.
Close to town.
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room. 2 storage units .

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